

ABSTRACT

During the pandemic, the level of consumption of young people in Indonesia is increasing, so if this is difficult for young people to control, especially generation Z, it will create a hedonistic lifestyle and there are irregularities in intrapersonal communication within oneself where fear and worry arise because they cannot have goods. known as the Fear of Missing Out (fear of missing out). This study aims to determine the effect of intrapersonal communication and FoMO on hedonism in Generation Z, either partially or together. The method used in this research is quantitative using multiple regression analysis and hypothesis testing. This research was conducted on 385 respondents, namely people aged 18-25 years who live in Denpasar City. The results of this study indicate that: (1) intrapersonal communication has a positive ($t = 13,695$) and significant ($sig = 0.00$) effect on hedonism by 36.3%, the higher the intrapersonal communication, the higher the hedonism (2) FoMO has a positive ($t = 18,876$) and significant ($sig = 0.00$) effect on hedonism in generation Z. %, The higher the FoMO, the higher the hedonism (3) Intrapersonal Communication and FoMO together have a positive and significant effect ($f\text{ table} = 2811,397$ and $sig = 0.000$). %, the higher the intrapersonal communication and FoMO, the higher the hedonism

Keywords: Intrapersonal Communication, FoMO, hedonism, generation z